



FACILITATING GROWTH IN THE AGE OF E-COMMERCE

Industry tips and tricks

Logistics for online retail:

Preparing you for all developments

Online retail is booming: online purchases have been rising as a proportion of overall sales for years. 2017 UK online retail sales were up by just over 12%, year on year, according to figures from the IMRG Capgemini e-Retail Sales Index. – This boom will continue, particularly for online sales of fashion and accessories, consumer electronics, and media. But many other product categories are tracing the same line. However, growth predictions for businesses in each industry are currently difficult to make.

Increasing numbers of online orders – as well as the sales fluctuations to which e-commerce is always exposed – present numerous challenges for businesses: their logistics departments must be configured for high speed and ever-shorter delivery times, with significantly more orders on some days of the week than others. Promotional days such as Black Friday create particularly high order and delivery volumes, and periods such as the Christmas season require significant increases to capacity for specific periods of time. Online retailers also need to manage a high rate of returns.

What trends can be seen?



Whereas goods have historically been delivered to retailers on pallets, individual packages are now sent directly to end customers instead. Warehouse structures therefore need to be organised and adapted accordingly.

Online retailers need to be able to react not just to volatile changes in capacity usage, but also to seasonal fluctuations.

In practice, this means that exceptional levels of flexibility are required for storage and picking.

Fully automated storage and picking systems are expensive to procure, but make sense when processing large numbers of similar items. In this case, it becomes very difficult and typically very costly to react to seasonal fluctuations or constantly changing sizes and numbers of items.



The ideal solution for e-commerce businesses

Manual systems offering maximum flexibility for online retail

Manual systems such as BITO's shelving systems generally still offer greater flexibility in online retail with comparatively low investment costs.

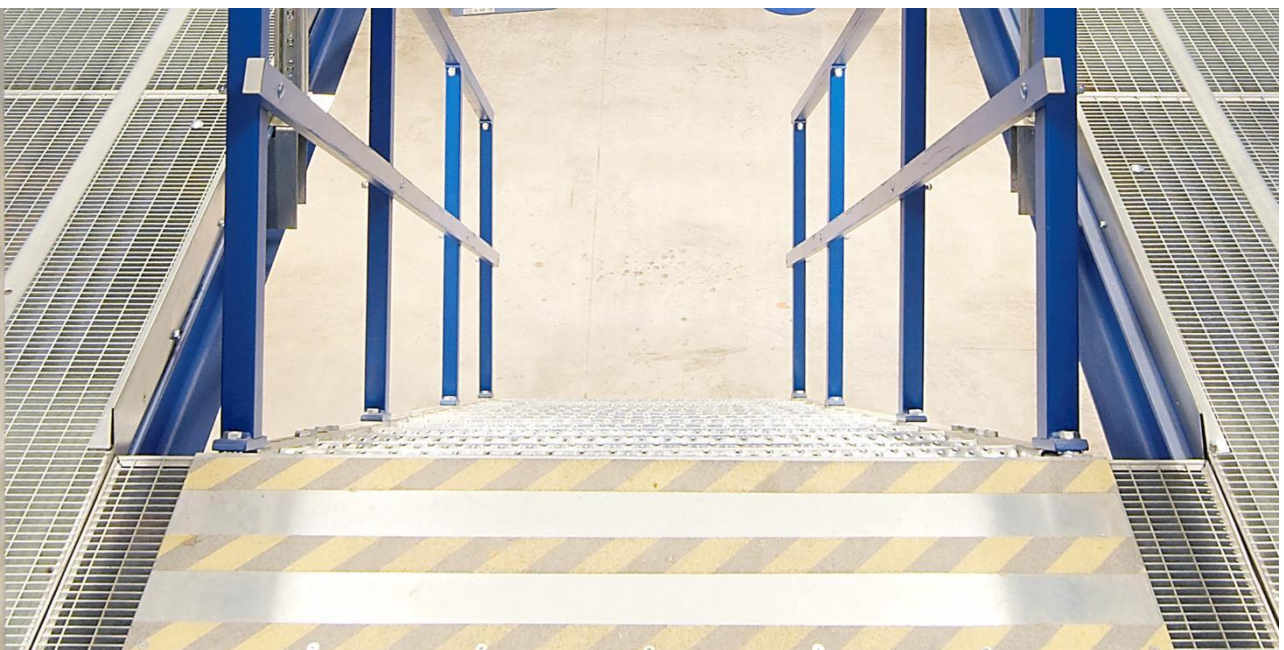
It's not just smaller businesses that understand the value of such flexibility: large e-commerce businesses in particular have recognised the benefits that come with a mix of automated and manual storage and picking. Even when seasonal considerations result in large fluctuations in sales volumes, online retailers can respond quickly and flexibly using manual systems and seasonal staff, compensating much more easily and cost-efficiently for such variations.

BITO shelving and racking systems are ideal for use in single-level storage and picking facilities or multi-level operations. They are mainly used for storage and order picking of non-palletised goods, small parts stored in bins, cartons or other storage units and for loose items. They are ideal for both long- and short-side-on storage.

BITO shelving systems can also be expanded using additional components – even retrospectively – making it possible to store almost any part imaginable.



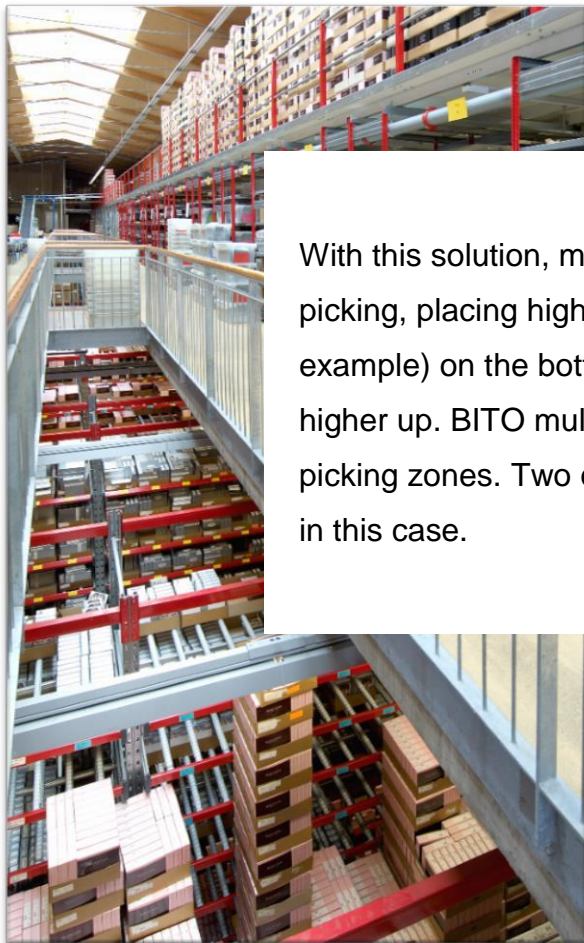
Manual shelving systems and multi-tier installations



Mega-trend – Increasing warehouse density:

BITO multi-tier installations offer extensive storage space with a small footprint

Floor space is expensive and often rare in urban areas. Here, a vertically oriented warehouse is often the only solution, creating significant storage capacity over a limited surface area. For e-commerce businesses, who need new, larger spaces to process constantly rising volumes of orders, establishing a multi-tier installation can often be their salvation.



With this solution, multiple layers can be used for storage and picking, placing high-turnover items and the picking zone (for example) on the bottom tier, and putting lower-turnover items higher up. BITO multi-tier installations can stack multiple vertical picking zones. Two or three storey installations are typically used in this case.

Maximum space utilisation with **compact storage** on several tiers

Making full use of existing warehouse volume therefore plays a key role in online retail.

Integrating a multi-tier installation enables efficient, valuable usage of space, since it indirectly multiplies the available space in the building. In addition, since multiple tiers can be worked simultaneously, it also becomes possible to process significantly more orders in the same amount of time.

Multi-storey shelving systems – whether implemented as an individual solution or part of a wider system – are also ideal for indirectly increasing available storage space in a warehouse, making them a significant factor in cost-effectiveness evaluations of shelving systems for picking and storage in e-commerce.





Like all BITO storage solutions, BITO multi-tier installations are designed to function as sophisticated system solutions.

For example, when assembling a multi-tier installation, the shelving structure acts as a load-bearing element for intermediate shelves. This saves money.

In order to further improve a multi-tier system's cost-effectiveness, BITO multi-tier installations can work together with other systems such as specially adapted conveying equipment including lifts or powered conveyors, easily and efficiently transporting goods from one level to another.



Numerous **extra features** enable optimal warehouse design for e-commerce

Manual systems such as multi-tier installations can be flexibly managed depending on staff deployment. This represents a particular advantage for online retail, allowing businesses to react to extreme fluctuations in capacity usage.

In order to optimise the picking process, multi-tier installations also work with electronic systems, barcode scanning, pick-by-light or (as is becoming increasingly common) pick-by-voice systems. The same is true of shelving systems more generally. BITO shelving systems can be fitted with all extra features. These valuable accessories bring order to chaotic warehouses while also optimising the travel routes of picking staff very effectively, saving time and money.

System specific benefits at a glance:

Basic advantages of multi-tier shelving installations for online retail

- + Utilisation of storage volume can be increased by up to 100%
- + High degree of floor space utilisation
- + Simultaneous order picking on several tiers
- + Additional floor space is gained for storage and assembly

Benefits of BITO Boltless shelving

- + Suitable for all items
- + Very versatile, easy to modify, shelf levels are height adjustable on a narrow pitch.
- + Easy to assemble
- + Easy rebuild to adapt to changing requirements.

System specific benefits at a glance:

System specific advantages of BITO multi tier shelving

- + Assembly without bolts of all basic components.
- + Full length frames – no joining plates required.
- + Stiffening beams and additional cross bracing make for a high load capacity and give structural safety to all bays.
- + Shelf levels can be hooked into frames for flexible shelf spacing.
- + Safe and convenient stairways secured by guard railing.
- + Useful equipment and accessories
- + Galvanised surface finish (epoxy-coating upon request)

Case study

BITO Boltless shelving used for picking online grocery orders

Since 2012, myTime, a company of the Bünning group, has been selling groceries online throughout Germany. The product range includes more than 34,000 products. In addition to fresh products such as fruit, vegetables, meat and cold cuts, dairy products and frozen foods, the online grocery also sells pharmacy products, pet food and household products. Customers can shop anytime, anywhere and have their order delivered to their door at the requested time. Reacting to changes can be very difficult in this market, and the process is typically very expensive.



Implementation:

BITO Boltless shelving offers a wide product range for manual order picking. Random storage - items can be stored at any unoccupied storage position. Orders are picked manually.

Benefits of the boltless shelving system



- + BITO shelving systems enable flexible storage and straightforward provision of the online grocery retailer's extensive range.
- + BITO EL-type shelving systems are used. The combination of double and single racking rows with a maximum total length of 17,054 mm allows the e-commerce firm to make optimal usage of its existing storage space. Shelves are epoxy-coated in light grey RAL 7035. The high quality coating is wear and tear resistant and easy to clean.

About us:

A global player, proud of its region

BITO-Lagertechnik Bittmann GmbH stands for innovative storage technology. As one of the few full line providers in this field, BITO supplies shelving & racking, bins & containers, order picking and in-house transport solutions for all industries. Our customer-oriented and innovative product range as well as our competence as full service provider made us one of Europe's leading intralogistics providers with currently more than 70,000 customers. Storage systems and material handling equipment made in Germany: We are a long established, medium sized family business, locally rooted, yet acting on a global scale.

Ever since BITO was founded in 1845, our company headquarters including research & development as well as our production facilities have been located in our region.



+ **FINDING THE RIGHT STORAGE SYSTEM FOR ANY INDUSTRY, ANY PRODUCT AND ANY BUSINESS**

We have gathered a selection of particularly interesting projects to demonstrate our ability to provide the ideal storage solution for the widely varying needs of different industries.

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